

ORDER



Orders
Order / Rev: 703181
Alt Order #: 06256499
Product Desc: OBAMA SKED A
Estimate: 1522
Flight Dates: 08/03/12 - 09/03/12
Original Date / Rev: 07/27/12 / 08/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	456	\$510,225.00	\$433,691.25
08/27/12	09/03/12	186	\$156,900.00	\$133,365.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	456	\$510,225.00	\$433,691.25	0.00
September 2012	186	\$156,900.00	\$133,365.00	0.00
Totals	642	\$667,125.00	\$567,056.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WKYC	28%	\$667,125.00
Market	100%	\$2,382,589.29

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$23,825.89
WEWS	28%	\$667,125.00
WJW	28%	\$667,125.00
WOIO	13%	\$309,736.61
WUAB	2%	\$47,651.79

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/07/12	08/31/12	Days of Our Lives	CM	1p-2p	- TWTF - -	:30	1	\$500.00	P-2	0.00	NM	12	\$6,000.00
Days of Our Lives															
COMMENTS APPLY TO SUB LINES A THRU B															
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -			1		\$500.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/06/12-08/12/12		Days of Our Lives		1p-2p	- TWThF - - - -	:30		(\$500.00)		0.00	NM		
Credited															
Week:		08/13/12	08/19/12	- TWTF - -			4		\$500.00			0.00			
Week:		08/20/12	08/26/12	- TWTF - -			4		\$500.00			0.00			
Week:		08/27/12	09/02/12	- TWTF - -			4		\$500.00			0.00			

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Advertiser: Obama/D/President
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WKYC	08/14/12	08/31/12	M-F 10-11a Today Show III	CM	10a-11a	- TWTF - -	:30	10	\$225.00	P-2	0.00	NM	30	\$6,750.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	10		\$225.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	10		\$225.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	10		\$225.00		0.00						
E 3	WKYC	08/03/12	08/03/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday (10:00 AM-5:00 PM)	- - - - F - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
OLYMPICS DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- - - - F - -	4		\$1,000.00		0.00						
E 4	WKYC	08/14/12	08/31/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	7	\$600.00	P-2	0.00	NM	21	\$12,600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	7		\$600.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	7		\$600.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	7		\$600.00		0.00						
E 5	WKYC	08/14/12	08/31/12	M-F 11a-1230p Live on Lakeside	CM	11a-1230p	- TWTF - -	:30	6	\$250.00	P-2	0.00	NM	18	\$4,500.00
WKYC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	6		\$250.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	6		\$250.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	6		\$250.00		0.00						
E 6	WKYC	08/14/12	08/31/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	4	\$500.00	P-2	0.00	NM	12	\$6,000.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	4		\$500.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	4		\$500.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	4		\$500.00		0.00						
E 7	WKYC	08/14/12	08/31/12	Today Show Overnight Today Show Overnight	CM	2xm-230xm (2:00 XM-2:30 XM)	- TWTF - -	:30	1	\$50.00	P-2	0.00	NM	3	\$150.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	1		\$50.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	1		\$50.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	1		\$50.00		0.00						
E 8	WKYC	08/07/12	08/31/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	1	\$250.00	P-2	0.00	NM	12	\$3,000.00
COMMENTS APPLY TO SUB LINES A THRU B RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	1		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	08/06/12-08/12/12		M-F 2-3p	2-3p		- TWThF - - - -	:30	(\$250.00)	0.00	NM				
Credited															
Week:		08/13/12	08/19/12	- TWTF - -	4		\$250.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	4		\$250.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	4		\$250.00		0.00						
E 9	WKYC	08/07/12	08/31/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	1	\$350.00	P-2	0.00	NM	21	\$7,350.00
COMMENTS APPLY TO SUB LINES A THRU B DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	1		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	08/06/12-08/12/12		M-F 3-4p	3p-4p		- TWThF - - - -	:30	(\$350.00)	0.00	NM				
Credited															
Week:		08/13/12	08/19/12	- TWTF - -	7		\$350.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	7		\$350.00		0.00						

Advertiser:	Obama/D/President
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	WKYC	08/07/12	08/31/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	1	\$350.00	P-2	0.00	NM	21	\$7,350.00
COMMENTS APPLY TO SUB LINES A THRU B DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- TWTF - -	7		\$350.00		0.00						
E 10	WKYC	08/14/12	08/31/12	Early Today Early Today	CM	4a-430a	- TWTF - -	:30	4	\$25.00	P-2	0.00	NM	11	\$275.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	4		\$25.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	NKYC	08/13/12-08/19/12	Early Today	4a-430a		- TWThF - - - -	:30	(\$25.00)	0.00	NM					
Credited															
Week:		08/20/12	08/26/12	- TWTF - -	4		\$25.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	4		\$25.00		0.00						
E 11	WKYC	08/07/12	08/31/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	1	\$425.00	P-2	0.00	NM	22	\$9,350.00
COMMENTS APPLY TO SUB LINES A THRU B ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	1		\$425.00		0.00						
Week:		08/13/12	08/19/12	- TWTF - -	7		\$425.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	7		\$425.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	7		\$425.00		0.00						
E 12	WKYC	08/07/12	08/31/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	1	\$100.00	P-2	0.00	NM	16	\$1,600.00
COMMENTS APPLY TO SUB LINES A THRU B CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	1		\$100.00		0.00						
Week:		08/13/12	08/19/12	- TWTF - -	5		\$100.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	5		\$100.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	5		\$100.00		0.00						
E 13	WKYC	08/14/12	08/31/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$650.00	P-2	0.00	NM	24	\$15,600.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	8		\$650.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	8		\$650.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	8		\$650.00		0.00						
E 14	WKYC	08/07/12	08/10/12	M-F 5-6p News (Olympic) M-F 5-6p News (Olympics)	CM	M-F 5-6P	- TWTF - -	:30	10	\$1,400.00	P-2	0.00	NM	10	\$14,000.00
OLYMPICS EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	10		\$1,400.00		0.00						
E 15	WKYC	08/07/12	08/31/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	7	\$650.00	P-2	0.00	NM	22	\$14,300.00
COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	1		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	NKYC	08/06/12-08/12/12	M-F 5-6p	5p-6p		- TWThF - - - -	:30	(\$650.00)	0.00	NM					
See MG 15.23															
23	NKYC	08/07/12-08/10/12	M-F 5-6p News (Olympic)	M-F 5-6P		- TWThF - - - -	:30	\$650.00	0.00	NM					
Ⓜ MG for 15.1 08/07															
Week:		08/13/12	08/19/12	- TWTF - -	7		\$650.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	7		\$650.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	7		\$650.00		0.00						
E 16	WKYC	08/07/12	08/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	14	\$750.00	P-2	0.00	NM	14	\$10,500.00
OLYMPIC EARLY MORNING															

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E 16	WKYC	08/07/12	08/10/12	M-F 6-7a Channel 3 News Today @ 6AM OLYMPIC EARLY MORNING	CM	6a-7a	- TWTF - -	:30	14	\$750.00	P-2	0.00	NM	14	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	14		\$750.00		0.00						
E 17	WKYC	08/14/12	08/31/12	M-F 6-7a Channel 3 News Today @ 6AM CH3 NEWS TODAY	CM	6a-7a	- TWTF - -	:30	8	\$850.00	P-2	0.00	NM	23	\$19,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	8		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5	NKYC	08/13/12-08/19/12		M-F 6-7a	6a-7a		- TWThF - - - -	:30	(\$850.00)	0.00	NM				
See MG 21.75,21.76,21.77 [NA/Oversold]															
Week:		08/20/12	08/26/12	- TWTF - -	8		\$850.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	8		\$850.00		0.00						
E 18	WKYC	08/14/12	08/31/12	M-F 7-730p Channel 3 News at 7P CH 3 NWS AT 7<	CM	7-730p	- TWTF - -	:30	7	\$1,200.00	P-2	0.00	NM	21	\$25,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	7		\$1,200.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	7		\$1,200.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	7		\$1,200.00		0.00						
E 19	WKYC	08/07/12	08/10/12	M-F 7-730p Channel 3 News at 7P OLYMPIC EN	CM	7-730p	- TWTF - -	:30	6	\$1,400.00	P-2	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	6		\$1,400.00		0.00						
E 20	WKYC	08/07/12	08/10/12	M-F 7-9a Today Today Show OLYMPIC EARLY MORNING	CM	7a-9a	- TWTF - -	:30	30	\$750.00	P-2	0.00	NM	30	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	30		\$750.00		0.00						
E 21	WKYC	08/07/12	08/31/12	M-F 7-9a Today Today Show COMMENTS APPLY TO SUB LINES A THRU B TODAY SHW	CM	7a-9a	- TWTF - -	:30	2	\$850.00	P-2	0.00	NM	75	\$63,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	2		\$850.00		0.00						
Week:		08/13/12	08/19/12	- TWTF - -	24		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	NKYC	08/13/12-08/19/12		M-F 7-9a Today	7a-9a		- TWThF - - - -	:30	(\$850.00)	0.00	NM				
See MG 21.75,21.76,21.77 [NA/Oversold]															
26	NKYC	08/13/12-08/19/12		M-F 7-9a Today	7a-9a		- TWThF - - - -	:30	(\$850.00)	0.00	NM				
See MG 21.75,21.76,21.77 [NA/Oversold]															
75	NKYC	08/13/12-08/19/12		SAT TDY	7a-9a		- - - - - Sa - -	:30	\$850.00	0.00	NM				
Ⓜ MG for 17.5,21.3,21.26															
76	NKYC	08/20/12-08/20/12		M-F 6-7a	6a-7a		M - - - - - - - -	:30	\$850.00	0.00	NM				
Ⓜ MG for 17.5,21.3,21.26															
77	NKYC	08/20/12-08/20/12		M-F 7-9a Today	7a-9a		M - - - - - - - -	:30	\$850.00	0.00	NM				
Ⓜ MG for 17.5,21.3,21.26															
Week:		08/20/12	08/26/12	- TWTF - -	24		\$850.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	24		\$850.00		0.00						
E 22	WKYC	08/14/12	08/31/12	M-F 730-8p Entertainment Tonight ENT TONIGHT 30<	CM	730-8p	- TWTF - -	:30	4	\$1,200.00	P-2	0.00	NM	12	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	4		\$1,200.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	4		\$1,200.00		0.00						

Order / Rev: 703181
Alt Order #: 06256499
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
Product Desc: OBAMA SKED A
Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	WKYC	08/14/12	08/31/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$1,200.00	P-2	0.00	NM	12	\$14,400.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -			4		\$1,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	NKYC	08/20/12-08/26/12		M-F 730-8p		730-8p	- TWThF - - - -	:30		(\$1,200.00)		0.00	NM		
See MG 22.13 [Browns Football]															
13	NKYC	08/20/12-08/20/12		M-F 7-730p		7-730p	M - - - - - - - -	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 22.5 08/24 [displaced on closed log - jh]															
Week:		08/27/12	09/02/12	- TWTF - -			4		\$1,200.00		0.00				
E 23	WKYC	08/03/12	08/03/12	Olympics Zone Olympics Zone	CM	Olympics Zone	- - - - F - -	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
OLMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	- - - - F - -			3		\$2,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	07/30/12-08/05/12		Olympics Zone		Olympics Zone	- - - - - F - - - -	:30		(\$2,500.00)		0.00	NM		
See MG 23.4															
4	NKYC	07/30/12-08/05/12		Olympics Zone		Olympics Zone	- - - - - Sa - -	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 23.2 08/03 same program, move day															
E 24	WKYC	08/07/12	08/10/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	- TWTF - -	:30	5	\$12,000.00	P-2	0.00	NM	5	\$60,000.00
OLYMPIC PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	- TWTF - -			5		\$12,000.00		0.00				
E 25	WKYC	08/03/12	08/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- - - - F - -	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
OLYMPICS DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	- - - - F - -			4		\$550.00		0.00				
E 26	WKYC	08/14/12	09/01/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF - -	:30	5	\$2,800.00	P-2	0.00	NM	15	\$42,000.00
CH 3 NWS AT 11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			5		\$2,800.00		0.00				
Week:		08/20/12	08/26/12	- TWTF - -			5		\$2,800.00		0.00				
Week:		08/27/12	09/02/12	- TWTF - -			5		\$2,800.00		0.00				
E 27	WKYC	08/24/12	08/24/12	Browns Pre-Season Football Browns Pre-Season Football	CM	Browns Pre-Season	- - - - F - -	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
BROWNS V PHILLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- - - - F - -			1		\$7,500.00		0.00				
E 28	WKYC	08/31/12	08/31/12	Fri Prime A Fri Prime A	CM	8-9p	- - - - F - -	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - F - -			1		\$2,500.00		0.00				
E 29	WKYC	08/20/12	08/27/12	Mon Prime A Mon Prime A	CM	8p-9p	M - - - - -	:30	1	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M - - - - -			1		\$3,500.00		0.00				
Week:		08/27/12	09/02/12	M - - - - -			1		\$3,500.00		0.00				
E 30	WKYC	08/18/12	09/02/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	- - - - - SS	:30	3	\$600.00	P-2	0.00	NM	9	\$5,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - SS			3		\$600.00		0.00				

Order / Rev: 703181
 Alt Order #: 06256499
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED A
 Estimate: 1522
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 30	WKYC	08/18/12	09/02/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	3	\$600.00	P-2	0.00	NM	9	\$5,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----SS		3				\$600.00		0.00			
	Week:	08/27/12	09/02/12	-----SS		3				\$600.00		0.00			
E 31	WKYC	08/18/12	09/01/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	2	\$125.00	P-2	0.00	NM	6	\$750.00
SAT NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		2				\$125.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		2				\$125.00		0.00			
	Week:	08/27/12	09/02/12	-----S-		2				\$125.00		0.00			
E 32	WKYC	08/18/12	09/01/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
SAT NITE LIVE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$800.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		1				\$800.00		0.00			
	Week:	08/27/12	09/02/12	-----S-		1				\$800.00		0.00			
E 33	WKYC	08/18/12	09/01/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am (4:30 AM-4:59 AM)	-----S-	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00
HOUSE CALLS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$75.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		1				\$75.00		0.00			
	Week:	08/27/12	09/02/12	-----S-		1				\$75.00		0.00			
E 34	WKYC	08/18/12	09/01/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
CRIME STOPERS/ CASH EXPULSION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$500.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		1				\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	08/20/12-08/26/12		Sat 7-8p		7-8p	-----Sa--	:30		(\$500.00)		0.00	NM		
See MG 34.4															
[Prgm Change]															
4	NKYC	08/25/12-08/25/12		EN (Sa-Su)		6P-7P Sa/Su (6:00 PM-6:30 PM)	-----Sa--	:30		\$500.00		0.00	NM		
Ⓜ MG for 34.2 08/25															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	-----S-		1				\$500.00		0.00			
E 35	WKYC	08/18/12	09/01/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	4	\$850.00	P-2	0.00	NM	12	\$10,200.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		4				\$850.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		4				\$850.00		0.00			
	Week:	08/27/12	09/02/12	-----S-		4				\$850.00		0.00			
E 36	WKYC	08/18/12	09/01/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	2	\$850.00	P-2	0.00	NM	6	\$5,100.00
SAT NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		2				\$850.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		2				\$850.00		0.00			
	Week:	08/27/12	09/02/12	-----S-		2				\$850.00		0.00			
E 37	WKYC	08/04/12	08/11/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend (9:00 AM-6:00 PM)	-----S-	:30	3	\$2,000.00	P-2	0.00	NM	7	\$14,000.00
COMMENTS APPLY TO SUB LINES A THRU B OLYMPIC WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-----S-		3				\$2,000.00		0.00			
	Week:	08/06/12	08/12/12	-----S-		4				\$2,000.00		0.00			
E 38	WKYC	08/12/12	09/02/12	Su 12-1230p	CM	12-1230p /Su	-----S	:30	1	\$450.00	P-2	0.00	NM	3	\$1,350.00

Order / Rev: 703181
 Alt Order #: 06256499
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED A
 Estimate: 1522
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Channel 3 News at Noon Su															
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S	1		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	08/06/12-08/12/12		Su 12-1230p	12-1230p /Su		-----Su	:30	(\$450.00)	0.00	NM				
Credited															
Week:		08/13/12	08/19/12	-----S	1		\$450.00		0.00						
Week:		08/20/12	08/26/12	-----S	1		\$450.00		0.00						
Week:		08/27/12	09/02/12	-----S	1		\$450.00		0.00						
E 39	WKYC	08/05/12	09/02/12	Sun 1-2x whacked out	CM	105x-135ax (1:05 XM-1:35 XM)	-----S	:30	1	\$75.00	P-2	0.00	NM	4	\$300.00
WHACKED OUT SPORTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	1		\$75.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	07/30/12-08/05/12		Sun 1-2x	105x-135ax		(1:05 XM-1:35 X-----Su	:30	(\$75.00)	0.00	NM				
See MG 39.6															
6	NKYC	08/05/12-08/05/12		Olympics Overnight	Olympics Overnigh		1:30 XM-2:00 X-----Su	:30	\$75.00	0.00	NM				
Ⓜ MG for 39.1 08/05															
Week:		08/06/12	08/12/12	-----S	1		\$75.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	NKYC	08/06/12-08/12/12		Sun 1-2x	105x-135ax		(1:05 XM-1:35 X-----Su	:30	(\$75.00)	0.00	NM				
Credited															
Week:		08/13/12	08/19/12	-----S	1		\$75.00		0.00						
Week:		08/20/12	08/26/12	-----S	1		\$75.00		0.00						
Week:		08/27/12	09/02/12	-----S	1		\$75.00		0.00						
E 40	WKYC	08/19/12	09/02/12	5A-530A Hometime	CM	5a-530a	-----S	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00
HOUSE CALLS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	1		\$75.00		0.00						
Week:		08/20/12	08/26/12	-----S	1		\$75.00		0.00						
Week:		08/27/12	09/02/12	-----S	1		\$75.00		0.00						
E 41	WKYC	08/05/12	08/12/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend	-----S	:30	3	\$2,000.00	P-2	0.00	NM	7	\$14,000.00
COMMENTS APPLY TO SUB LINES A THRU B OLYMPIC WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	3		\$2,000.00		0.00						
Week:		08/06/12	08/12/12	-----S	4		\$2,000.00		0.00						
E 42	WKYC	08/19/12	08/19/12	NFL Pre Season Football NFL Pre-Season Football	CM	NFL Pre-Season F (8:00 PM-11:00 PM)	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
INDY@PITT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	1		\$5,000.00		0.00						
E 43	WKYC	08/26/12	08/26/12	NFL Pre Season Football NFL Pre-Season Football	CM	NFL Pre-Season F (8:00 PM-11:00 PM)	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
CAR@NYJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$5,000.00		0.00						
E 44	WKYC	08/19/12	09/02/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	3	\$2,550.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	1		\$850.00		0.00						
Week:		08/20/12	08/26/12	-----S	1		\$850.00		0.00						
Week:		08/27/12	09/02/12	-----S	1		\$850.00		0.00						
E 45	WKYC	08/19/12	09/02/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	2	\$850.00	P-2	0.00	NM	6	\$5,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 703181
 Alt Order #: 06256499
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED A
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 45	WKYC	08/19/12	09/02/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	2	\$850.00	P-2	0.00	NM	6	\$5,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/19/12	-----S			2				\$850.00		0.00			
Week:	08/20/12	08/26/12	-----S			2				\$850.00		0.00			
Week:	08/27/12	09/02/12	-----S			2				\$850.00		0.00			
E 46	WKYC	08/16/12	08/16/12	Browns Pre-Season Football Browns Pre-Season Football	CM	Browns Pre-Season	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
BROWNS V DETROIT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/19/12	---T---			1				\$7,500.00		0.00			
E 47	WKYC	08/30/12	08/30/12	Browns Pre-Season Football Browns Pre-Season Football	CM	Browns Pre-Season	---T---	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
BROWNS V CHICAGO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	---T---			2				\$7,500.00		0.00			
E 48	WKYC	08/16/12	08/16/12	Thu Prime A Thu Prime A	CM	8-9p	---T---	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
OFFICE/PARKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/19/12	---T---			1				\$2,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	08/13/12-08/19/12		Thu Prime A		8-9p	---Th----	:30		(\$2,800.00)		0.00	NM		
See MG 48.2															
[Browns Game]															
2	WKYC	08/13/12-08/19/12		Browns Pre-Game		Browns Pre-Game	MTWThFSaSu	:30		\$2,800.00		0.00	NM		
Ⓜ MG for 48.1 08/16															
E 49	WKYC	08/07/12	08/12/12	Olympic Late News Olympic Late News	CM	12x-12:35x	-TWTFSS	:30	10	\$2,400.00	P-2	0.00	NM	10	\$24,000.00
OLYMPIC LN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/06/12	08/12/12	-TWTFSS			10				\$2,400.00		0.00			
E 50	WKYC	08/14/12	09/02/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	-TWTFSS	:30	10	\$1,800.00	P-2	0.00	NM	30	\$54,000.00
CH 3 NWS AT 6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/19/12	-TWTFSS			10				\$1,800.00		0.00			
Week:	08/20/12	08/26/12	-TWTFSS			10				\$1,800.00		0.00			
Week:	08/27/12	09/02/12	-TWTFSS			10				\$1,800.00		0.00			
E 51	WKYC	08/07/12	08/12/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	-TWTFSS	:30	10	\$2,000.00	P-2	0.00	NM	10	\$20,000.00
OLYMPICS EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/06/12	08/12/12	-TWTFSS			10				\$2,000.00		0.00			
E 52	WKYC	08/14/12	08/28/12	Tues Prime Other Tues Prime Other	CM	Various (8:00 PM-10:00 PM)	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	3	\$18,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/19/12	-T-----			1				\$6,000.00		0.00			
Week:	08/20/12	08/26/12	-T-----			1				\$6,000.00		0.00			
Week:	08/27/12	09/02/12	-T-----			1				\$6,000.00		0.00			
E 53	WKYC	08/22/12	08/22/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	--W----			1				\$7,000.00		0.00			
E 54	WKYC	08/15/12	08/29/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
COMMENTS APPLY TO SUB LINES A THRU B															
LAW AND ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev:	703181
Alt Order #:	06256499
Flight Dates:	08/03/12 - 09/03/12

Advertiser:	Obama/D/President
Product Desc:	OBAMA SKED A
Estimate:	1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 54	WKYC	08/15/12	08/29/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
COMMENTS APPLY TO SUB LINES A THRU B LAW AND ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W----		1				\$4,500.00		0.00			
		Week: 08/20/12	08/26/12	-----		0				\$0.00		0.00			
		Week: 08/27/12	09/02/12	--W----		1				\$4,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	08/27/12-09/02/12		Wed Prime C		10-11p	--W-----	:30		(\$4,500.00)		0.00	NM		
		See MG 54.3 [Prgm Change] political convention													
3	NKYC	08/24/12-08/24/12		Browns Pre-Season Football		Browns Pre-Seas	-----F----	:30		\$4,500.00		0.00	NM		
		Ⓜ MG for 54.2 08/29													
E 55	WKYC	08/20/12	09/03/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$500.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$500.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$500.00		0.00			
E 56	WKYC	08/20/12	09/03/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$600.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$600.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$600.00		0.00			
E 57	WKYC	08/20/12	09/03/12	M-F 11a-1230p Live on Lakeside	CM	11a-1230p	M-----	:30	1	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$250.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$250.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$250.00		0.00			
E 58	WKYC	08/20/12	09/03/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$500.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$500.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$500.00		0.00			
E 59	WKYC	08/20/12	09/03/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	1	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$250.00		0.00			</

Order / Rev: 703181
 Alt Order #: 06256499
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED A
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 63	WKYC	08/20/12	09/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$650.00	P-2	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		2				\$650.00		0.00			
		Week: 08/27/12	09/02/12	M-----		2				\$650.00		0.00			
		Week: 09/03/12	09/09/12	M-----		2				\$650.00		0.00			
E 64	WKYC	08/06/12	08/13/12	M-F 5-6p News (Olympic) M-F 5-6p News (Olympics)	CM	5-6p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1				\$1,400.00		0.00			
		Week: 08/13/12	08/19/12	M-----		1				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NKYC	08/13/12-08/19/12	M-F 5-6p News (Olympic)		5-6p	M-----	:30		(\$1,400.00)		0.00	NM		
				Credited											
E 65	WKYC	08/20/12	09/03/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$650.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$650.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$650.00		0.00			
E 66	WKYC	08/06/12	08/13/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1				\$750.00		0.00			
		Week: 08/13/12	08/19/12	M-----		1				\$750.00		0.00			
E 67	WKYC	08/20/12	08/27/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	3	\$850.00	P-2	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		3				\$850.00		0.00			
		Week: 08/27/12	09/02/12	M-----		3				\$850.00		0.00			
E 68	WKYC	08/20/12	09/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$1,200.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$1,200.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$1,200.00		0.00			
E 69	WKYC	08/06/12	08/13/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1				\$750.00		0.00			
		Week: 08/13/12	08/19/12	M-----		1				\$750.00		0.00			
E 70	WKYC	08/13/12	08/13/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		3				\$850.00		0.00			
E 71	WKYC	08/20/12	09/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$1,200.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$1,200.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$1,200.00		0.00			
E 72	WKYC	08/06/12	08/06/12	M-F 5-6p News (Olympic) M-F 5-6p News (Olympics)	CM	M-F 5-6P	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1				\$1,400.00		0.00			
N 73	WKYC	08/12/12	08/12/12	Olympics Cntdwn to Close Olympics Countdown	CM	7-8p	-----S	:30	1	\$3,050.00	P-2	0.00	NM	1	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1				\$3,050.00		0.00			

Totals 642 \$667,125.00